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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION • UNITED STATES DEPARTMENT OF AGRICULTURE

August 5, 1944 No. 70

IN RECOGNITION OF A JOB WELL DONE . . . . Upon his return from a trip through the farm areas of the United States War Food Administrator Jones, over the Mutual Network last Wednesday, unreservedly praised the American farmer for his outstanding production achievements. He said in part: "We have produced planes and tanks and guns and munitions of every kind beyond anything that was thought possible before the war. But one of the most outstanding production feats of all these, one of the greatest production achievements of our entire war effort, has been made by the nation's farmers and ranchers . . . I wish that our 11 million soldiers and sailors could see what I have seen, so that they would know that they will continue to be the best fed army in the world . . . They tell me that our wheat production this year will be not only a record, but more than a hundred million bushels greater than we have ever produced before . . . The prospects now are for another corn crop near the 3-billion bushel mark, although it is still too early to count on it for sure . . . But the big crop itself was not all I saw . . . Farmers and their families, old and young, men and women, boys and girls, people from the cities and towns were working early and late to get in the crop. I saw one 10-year old boy operating a tractor and combine. I saw one farm women in Kentucky who has worked her tractor day and night, not only taking care of her own crops but plowing and cultivating for her neighbors . . . America owes the farmers of this country a debt of gratitude for the way they have come through on their job of producing food to win the war. Many farmers too are indebted to city people who have helped them in critical periods to harvest the crops. The work of our Victory gardeners and home canners has made a big difference in our fight for food."

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SUGAR FOR CANNING . . . . Effective today, August 5, housewives and other processors of fruits, fruit juices, preserves, jams, jellies and fruit butters for resale will be allotted enough sugar this year to produce as large a pack as they did in the 1941 canning season (OPA release No. 4584). You may want to give this further local publicity, where applicable, in an effort to get as much as possible of the current fruit crop preserved for future use. OPA has also announced (OPA-4627) that new point value charts for meats-fats and processed foods will be issued late next week and will be in effect from August 13 through September 2.

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MILKWEED POD PROGRAM . . . . Copy for a two-part "platter" on the Milkweed Pod Program has been cleared and sent to Extension Editors and State Milkweed Project Representative in the 29 states where a pod-picking campaign is or soon will be in effect. One part is voiced by Rear Admiral Cochrane, chief of the Navy Department's Bureau of Ships, telling why we need milkweed floss as a substitute for kapok in life jackets. The other part, voiced by Wallace Kadderly of USDA's Radio Service, is more specific about the who, how, when, and where of this vital job. Additional platters will be cut and sent out as requested by the various states.

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A FACT SHEET ON FARM STABILIZATION is now being prepared. As soon as copies have been run off, they will be sent to field offices in quantities requested by Department agencies.

A DEHYDRATED FOODS SURVEY made among Chicago housewives recently disclosed possibilities of a post-war market for a variety of dehydrated foods. The dehydrated foods used in the survey were cranberries, eggs, sweet potatoes, beets, milk, carrots, diced potatoes, and riced potatoes. BAE's July Situation Report on Marketing and Transportation (MTS-23) gives by narration and statistics the answers to the following questions as determined by the Chicago survey: (1) Will housewives be willing to buy dehydrated foods if they are made available?; (2) Which foods are most likely to be bought?; (3) How do dehydrated foods compare in taste with fresh and canned foods?; (4) What advantages and disadvantages do housewives find in the use of dehydrated foods?; and (5) Do housewives think dehydrated foods differ in nutritional value from fresh food and canned foods?

This same BAE report (MTS-23) presents a significant trend in Farm-Retail Price Spreads through tables and under these headings: Charges for marketing farm food products increase 3 percent, May to June; Farmer's share of consumer's food dollar drops to 12-month low; Food prices advance at retail, decline at farm, for third successive month; and Retailers' margins steadied during the past year. Copies of this report can be obtained from the Bureau of Agricultural Economics, Washington D. C.

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AGRICULTURAL PRODUCTION OF FOODS for sale and farm home use in 1944 is expected to be 38 percent above the 1935-39 average, and almost 5 percent larger than last year, according to the National Food Situation Report released by BAE (NFS-18). Another significant feature of this 20-page report is a new index of per capita consumption of food which shows food consumption in 1944 (preliminary) to be 7 percent above the average for the pre-war period 1935-39, exclusive of food produced in city gardens. If food produced in city gardens this year equals that estimated for 1943, consumption this year will be 8 percent above the pre-war average, or the same as the record level established in 1941. Copies of this report can also be obtained from the BAE in Washington.

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CALLING THE U. S. CROP CORPS . . . . OWI's radio network allocation plan will feature Crop Corps during the period August 7-27. The appeal will be to the general public to help out with the emergency farm work in those areas where there is a need for extra help. Extension editors might well take advantage of network messages to tie in locally with follow-ups giving local information, such as needs in community and where to apply. In some cases, Crop Corps will be worked into script; on other programs, it will consist of a straight announcement. Some of the better known programs that will carry Crop Corps messages during this period include Kraft Music Hall, Lum and Abner, Fitch Band Wagon, One Man's Family, Hour of Charm, Contented Hour, Ford Program.

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USDA RELEASES OF SPECIAL INTEREST . . . .WFA offers canned carrots for sale--2845; Fertilizer must be moved to farms--2848; Funds for Tenant-Purchase loans allocated--2853; Canadian wheat acreage sharply increased--2862; WFA announces 1944 support program for canned fruits--2883; WFA urges consumption of small-sized potatoes--2884; 1944 tobacco program--2888.

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OTHER RELEASES OF AGRICULTURAL INTEREST . . . . Prices for fresh plums adjusted upward due to reduced crop yield--OPA-4593; New Maximum prices for wholesale grades of shell eggs--OPA-4604; Processed food point changes announced--OPA-4613; Potato maximum prices increased--OPA-4622.

OVER 15 MILLION HOURS OF SERVICE toward winning the war have been turned in by the Girl Scouts according to an illustrated 2-page spread in the July issue of The American Girl Magazine. Here's how they have spent some of these 15 million hours: Collecting fats, metal, paper, clothing, rubber, silk, and linen, 3 million hours; raising and canning vegetables for hospitals, school lunchrooms, and homes, 1 million hours; harvesting fruits and vegetables, 530,000 hours; selling war bonds and stamps, 1,750,000 hours; making fag bags for the Forestry Service and working on reforestation, soil erosion control projects, and blight eradication, 350,000 hours; and studying nutrition, working in canteens, cooking and serving meals, and shopping for war workers, 200,000 hours.

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COALS MEETINGS TENTATIVELY PLANNED . . . . Tentative plans call for the holding of meetings between November 20 and the middle of December to determine state goals. As was done last year WFA officials will meet with state agricultural people to make these determinations.

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MORE MILK is the title of movie just completed by the USDA's Motion Picture Service. It is intended to promote greater production of milk from small herds. Sometime this week prints will be sent to State film depositories.

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NEW POINT VALUES is the subject of a talk to be given by OPA Administrator Chester Bowles on August 10 at 7:45 p.m., EWT, over the Blue Network. Stations of the Blue Network that do not carry this talk as a live broadcast usually rebroadcast it at a later time. For this watch your local Blue Network program schedule.

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CONSUMER TIME, on its weekly show next Saturday (12:15 p.m., EWT), will give some helpful hints on how to care for kitchen gadgets and household equipment in general. For listeners who wish to write to Consumer Time for them, free folders will be offered on how to get longer wear out of refrigerators, washing machines, gas and electric ranges, vacuum cleaners, carpet sweepers, ironing equipment, electric cords, pressure canners, and other household items.

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For a discussion of a Timely Topic listen to Ernest Moore and Duke DuMars over the Blue Network's Victory Garden program next Friday. They will talk about "Cover Crops for the Home Vegetable Garden".

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The preparation of WARTIME FOREST FIRE PREVENTION materials for 1945 is now under way. The War Advertising Council at New York has again designated the Foote-Cone-Belding Advertising Agency of Los Angeles as a task force to work up copy and preliminary art for next year's WFFP program.

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